LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. FSI113-C2 0 (A GREAT DEAL OF FLAVOR - SAVE $3./CARTON) - Req. No. M28680 -
Printed in U.S.A. Page, 4/C - (8 x 10 13/16 inches)
FSI, 1992

A GREAT DEAL ON FLAVOR.

SURPRISING FLAVOR AND LOW TAR. NOT SURPRISINGLY FROM MERIT.

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Ultima: 1 mg "tar," 0.1 mg nicotine – 100's: 2 mg "tar," 0.2 mg nicotine –
Ultra Lights: 5 mg "tar," 0.5 mg nicotine – 100's Box: 6 mg "tar," 0.6 mg nicotine –
Kings: 8 mg "tar," 0.6 mg nicotine – 100s: 10 mg "tar," 0.8 mg nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

$3.00 OFF A CARTON OF ANY STYLE MERIT

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